

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: I
Syllabus with Effect from: JUNE 2014

Paper Code: UM01CBBB02	Total Credits: 3
Title Of Paper: Industrial Organization	

Unit	Description in detail	Weightage (%)
1	The Business System: Nature and Scope of Business Business System Essential of a Successful Business Business System and its Environment	25 %
2	The Business Structure: Meaning Merits and Demerits Procedure of Formation Sole Proprietorship Partnership Co-operative and Joint Stock Company	25 %
3	Business Combination: Horizontal and Vertical Combination Causes of Combination Holding of Companies (Advantages & Disadvantages) Trust v/s Holding Company Cartels v/s Trust	25 %
4	Company Formation Company Promotion Abroad Formation of Company Memorandum of Association Articles of Association Prospectus Scanning of Prospectus Underwriting of Securities Importance of Underwriting	25 %

Basic Text & Reference Books:

- Modern Business Organisation and Management – S. A. Sharalekar, Himalay Publication
- Fundamentals of Business Organisation – Paresh Shah – Mahajan Publication
- Business Organisation and Management – C. B. Gupta, S. S. Chanda Company

